

WINDOW DISPLAYS STRIKING; FIRST CONTEST SUCCESS

(Continued from Page 4)

some feminine wax figure, tastefully attired in a gown furnished by Whitney & Marsh, Ltd., sits at the piano. As if playing a Beethoven nocturne. Flowers of the autumn season complete the figure, and are supplied by Mrs. Ethel M. Taylor, a well-known local florist. The screen at the rear of the window is loaned by J. Hopp & Company, Ltd.

Hawaii and South Seas Curio Company. Dolls of all nations in one window, from diminutive kewpies to big dolls dressed up in their Sunday best, and in the other window the word "Aloha," formed of ukuleles tied together, with lovely specimens of koa wood on exhibition, make the display windows of the Hawaii and South Seas Curio Company, 1033 Bishop street, a mecca for admiring throngs.

In the doll window, a Japanese doll walks the tight rope, while American Chinese and Japanese boy dolls are busy climbing ropes hand over hand, and little girl dolls, including the Campbell Kids, are having tea parties. The other window is adorned with exquisite varieties of koa bowls, trays, napkin rings, and other samples, and the "Aloha" formed of a dozen or more ukuleles grouped into the word gives greeting to kamaeinas and tourists.

J. Hopp & Company, Ltd. Like looking directly into two rooms of a completely and artistically appointed home is the novelty presented by J. Hopp & Company, Ltd., 185 South King street, who feature a bedroom suite in the Louis XV period, and a dining room done in the Jacobean period.

Both windows evidence the ability of the company's drapers, as the hangings of cretonne blend perfectly with the old ivory Louis XV furniture in the bedroom suite. The new soft shades of gray are shown in the cretonnes.

Even more homelike is the dining room, the furniture of which is distinctly Jacobean, even to the electrolers and the pictures hanging on the walls. Seeing the windows is to realize that good taste and judgment have been exercised throughout Honolulu Star-Bulletin, Ltd.

Samples of the work done by the Star-Bulletin's job printing department for Honoluluans, ranging from cook books to the revised laws of the Territory of Hawaii, are on display in the windows of E. O. Hall & Son, Ltd., who loaned a portion of their space for the display.

One of the most interesting features is a showing of printing in one, two, three and four colors, the various stages in the process being illustrated. Examples of hindery work, linotype "slugs" and type sizes prove to be another out-of-the-ordinary educational feature, showing that the Star-Bulletin does every kind of printing and does it well.

This paper's business slogan of "Service" is aptly illustrated in its display.

Coyne Furniture Company, Ltd. Distinctive and inviting in their dainty coloring and original design, the old ivory bedroom and yellow willow sitting room suites displayed by the Coyne Furniture Company, Ltd., of 1051-1059 Bishop street, are among the most beautiful pieces of furniture shown in Honolulu today.

Both suites contain perfect appointments, harmonizing in every detail with the color scheme of the furniture and the cretonne hangings. In the bedroom, toilet articles of old ivory match the furniture to perfection, and the wall furnishings and draperies are in harmony with the general design.

The sitting room is furnished in blue and white, the willow furniture contrasting daintily with the tint of the cretonne draperies and furnishings.

W. W. Ahana Company. The latest fabrics from London and New York, brought to Honolulu a few days ago for the spring and summer trade of 1916, grace the windows of the W. W. Ahana Company, tailors, of 52 South King street, today, and gain considerable attention from the passing crowds. Gray, brown and blue tints, the shades finding greatest favor on the mainland, are on exhibition, and autumn flowers are also in the windows.

Chambers Drug Company, Ltd. Filled with the latest improvements in various lines of the drug and home supply trade, the windows of the Chambers Drug Company, Ltd., Fort and King streets, are attractive this morning.

Of the store's three windows, one is devoted to a display of the newest and most efficient types of hot water bottles; a second contains the latest varieties of Thermos bottles, including sizes suitable for picnics, and automobiles' stoves; and in the third, perfumery and toilet articles are shown.

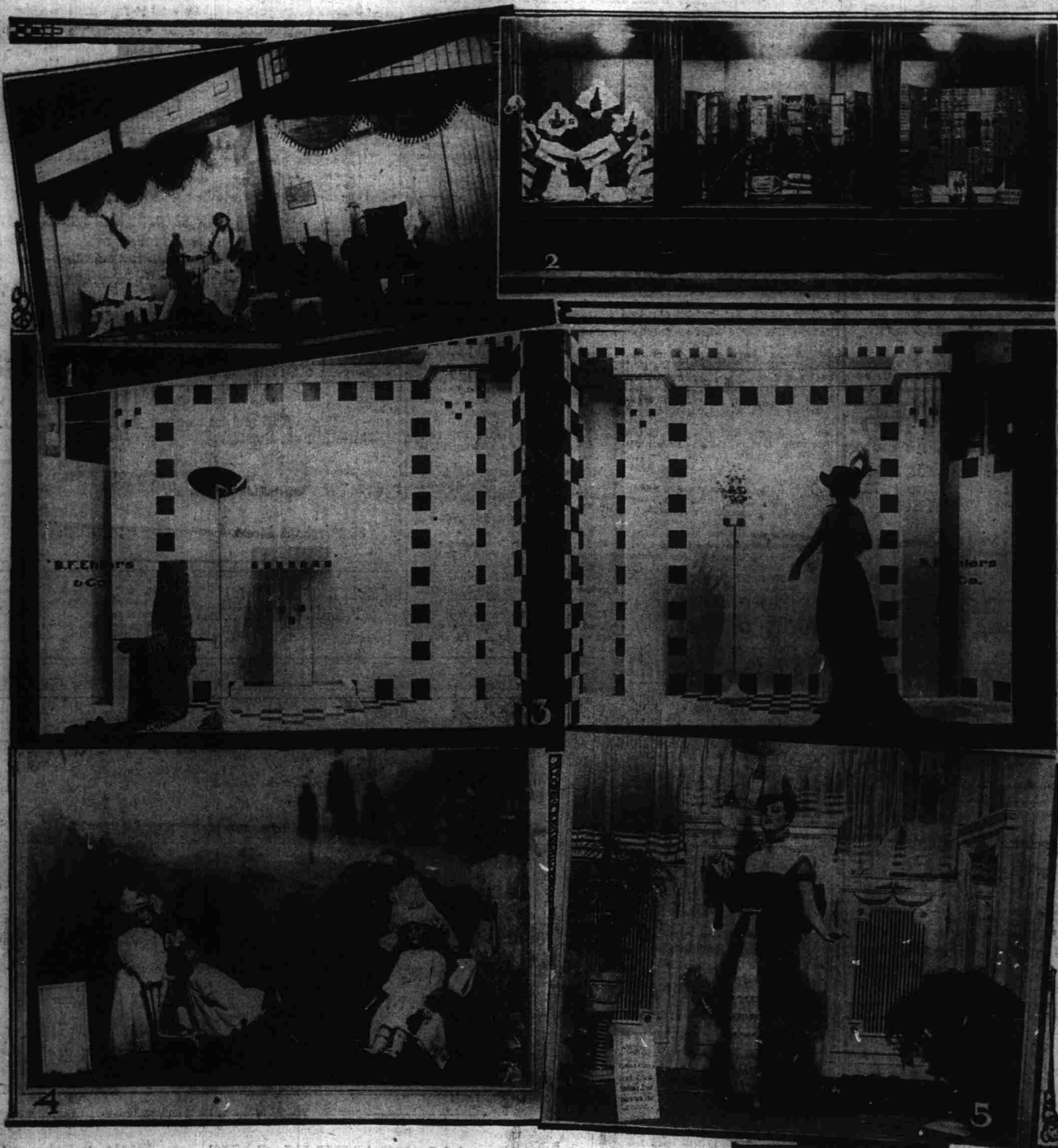
Office Supply Company, Ltd. Labor-saving devices for every business office attracted a large amount of attention today in the show windows of the Office Supply Company, Ltd., 931 Fort street.

Dictaphones, multigraph machines, the latest form of Remington typewriter with adding machine features designed especially for use by bookkeepers in posting; and many other office appliances designed to make office work lighter and more efficient were shown.

In another window a special display of steel fireproof furniture and filing cases is the center of attraction. Thomas Ulukoa, the company's window trimmer, had charge of arranging the display.

W. W. Dimond & Company, Ltd. Sparkling glassware and china, and gleaming silver cause exclamations of admiration and delight from housewives and strangers seeing them in the show windows of W. W. Dimond

Progressive Retailers Dress Windows Handsomely In Rivalry for Prizes; Exhibits Designed To Catch Eye Of Discerning Buyers



Honolulu's retailers in the photographs above exhibit their originality and artistic taste in no small degree. No. 1 shows the "Colonial window" of the N. S. Sachs Dry Goods Company, Ltd., with the pretty Colonial dame seated at the spinning-wheel. No. 2 portrays three windows of The Clarion, a tasteful haberdashery display. No. 3 is a combination of two fine windows of B. F. Ehlers & Company, Ltd., showing the black-and-white check color-motive. Nos. 4 and 5 are the two effective windows of Whitney & Marsh. The figure on the left is draped in a gown in which there is not one stitch, a French idea which is Parisian in its attractiveness.—Photos taken last night by the Kodagraph Shop, staff photographers for the Star-Bulletin.

& Company, Ltd., 53-55 South King street, but the display also attracted large attention last night, as the windows were unobscured throughout the evening.

One of the most beautiful displays is a Thanksgiving dinner table set for four persons, the finest crystal and china being used. A real carved pumpkin filled with real grapes and other fruit is the centerpiece. Ranged in the window adjoining the table are various dining room articles. Chests of silver and carving sets fill another window. Kitchen utensils occupy still another window, and there all things necessary for the preparation of a complete Thanksgiving dinner are shown.

N. S. Sachs Dry Goods Company, Ltd. Visions of olden days in New England and antebellum times "down South" are conjured up by the distinctive displays in the show windows of the N. S. Sachs Dry Goods Company, Ltd., 116-118 South Hotel street. Priscilla, the heroine of Longfellow's classics, is in one of the windows, near her spinning wheel, and surrounded by genuine Colonial furniture, not one piece of which is less than a century old.

In the other window appears a most realistic reproduction of a cotton plantation, with the fields represented in panorama, and baled and growing cotton in the foreground. Even growing cotton plants were there as well. Cotton goods are on display in other parts of the show space. The idea is to feature linen goods in the New England window, and cotton in the southern one, and success greeted the store's efforts.

These windows prove unusually attractive at night on account of the very pretty lighting effects, which add to the pictorial quality of the compositions.

The Hawaiian Electric Co., Ltd. The Hawaiian Electric Company, Ltd., has devoted its window to a very artistic display of Westinghouse electric equipment for the home.

The central figure of the window is an all-fresco breakfast by the famous Campbell kids, who are shown seated at an

"electric breakfast," prepared with Westinghouse electric ware, the out-of-doors idea being brought out by the trellis work and wisteria vine with which the window is tastefully decorated. The large variety of electrical appliances is demonstrated by the surrounding display, while a few artistic portable lamps illuminate the window at night and remind the community that the company is in the lighting business. To see the display at its best, evening and illumination are two factors.

Henry May & Co., Ltd. The great windows at its disposal, has made most of the opportunity and the results are certainly attractive.

The makai window has been very tastefully arranged with goods that act as offering a suggestion for the Thanksgiving table. The background of this window is composed of bonbons, making an effective whole. At one side of the window is standing the life-size figure of a chef holding a platter heaped with all the season's delicacies. Opposite the chef is seen a Hezard turkey. Scattered here and there are pyramids of the season's fruits, jars of preserves and mince meat.

In the mauka window is an exhibit of Hawaii's world-beating pineapple in many forms. An actual field of growing pines in real ground occupies the space. A well arranged display of pines in cans and other forms attracts attention. Aside from being a local feature this window is in competition with other large grocery firms throughout the states that are competing for cash prizes amounting to \$8000 offered by the Association of Hawaiian Pineapple Growers of Chicago.

Whitney & Marsh, Ltd. The mauka window of Whitney & Marsh, Ltd., very truthfully represents a playground with a background of Hawaiian scenery. The young ladies of the house are receiving callers, and for the occasion are decked out in their best bib and tucker. The auto-

matic working of the see-saw is realistic. The makai window is occupied by a figure draped in the exact copy of the gown shown in the French exhibit at the San Francisco exhibition. The model is clothed and draped without cutting the material, the whole being put together with pins. Black and white stripes form the decorative scheme for the floor and the back. Mirrors show the elegant drapery on the back of the figure.

A card in the window says: "Quality First. This is a correct copy of a gown shown in the French section of the San Francisco fair." Two things especially distinguish this window—a consistent color scheme which has two strikingly contrasted alternates—black and white—and the magical result achieved in "the gown without a stitch." Putting on this gown was the work of two days—a fact which no doubt the judges will take into consideration. The black-and-white scheme is strong without being too aggressive.

E. O. Hall & Son, Ltd. Three windows on the King street side of the Hall & Son store have been very tastefully arranged with articles in the store's lines. One window is devoted to the exhibit of Sherwin Williams interior finish, offering suggestions for holiday brightening up. Another window has an exhaustive display of Keen Kutter tools, and the third window shows a great variety of carvers that suggest the cutting up of the Thanksgiving bird. The color scheme is white with a decoration of holly.

Here is a window which shows how useful implements and instruments may also be ornamentally displayed.

Veira Jewelry Co., Ltd. The Veira Jewelry Company, Ltd., has a very neat display in the copy of a Thanksgiving dinner table, set with the famous Athena ware, which is a heavy silver plate of the R. Wallace manufacture. Scattered here and there on the well-appointed table are articles of cut glass and silver deposit. The color scheme is white and purple streamers, very neatly arranged

to attract the eye and the foundation for the whole being a white damask cloth. This exhibit is very well worth seeing.

The Ideal Clothing Co., Ltd. The windows of the "Ideal" show the hand of the expert window-dresser. Red and green arches of artistic make are in each window and inclose a dressy Adler-Rochester suit, either in business or evening out. There are a number of orials made up in the same colors that form the foundation for a dress shirt or hat. Figures on pedestals show the latest cuts in clothes for men. A series of neat cards displayed at the upper edge of the large windows calls attention to the different articles that go to make the well-dressed man. The two entrance cases contain articles dressed in the Carnival colors. Scattered about, but in perfect order, are the necessary haberdashery brought from the states for winter wear in Hawaii.

Von Hamm-Young Co., Ltd. Two windows in the large store occupied by this firm have been devoted to the exhibit of automobile parts and electric appliances that are met with in every day usage. Though not embellished with any frills the exhibit should claim attention from those who appreciate labor saving devices.

The von Hamm-Young company exhibit also draws attention to the immense advance in the automobile industry and to the fact that under modern conditions cars may be secured within the reach of any purse—and with up-to-date devices which formerly were either non-existent or only for those who could revel in auto-luxury.

Benson, Smith & Co., Ltd. Benson, Smith & Co. has two windows on exhibition, both facing on Fort street. The upper window is uniquely arranged with a full display of malle cream. This is a home-made product that is meeting with high favor. The color scheme for this window is purple and effective in a high degree. The lower window is filled with a display of malle liquid and complexion powder. This is also a home

manufacture and has a setting of green and yellow. In the upper window there is the picture of the stage favorite now playing at the Bijou, Hazel Lake, with an autograph testimonial to the exhibitors of the excellence of their wares.

Bergstrom Music Co., Ltd. The window of the Bergstrom Music Company is transformed to represent a parlor, the principal feature therein being a pianola grand piano in action with Paderewski at the keyboard. This is attracting considerable attention from the public. There is also on exhibit an electrically operated victrola, the first of its kind ever received in the territory. The arrangement for effect is very good.

B. F. Ehlers & Co. B. F. Ehlers & Co.'s windows are consistently good and in the present instance are superlative.

The motive of decoration is a combination of black and white checks about six inches square arranged in contrasting and artistic lines, and is also in keeping with one of the most popular color effects of the season. In the background of the makai end is the representation of a fountain, which must be seen to be appreciated; the mauka end has a rear decoration of a plant on a high stand.

The detail on which the eyes linger, however, centers around a hat in the lower window and a single gowned figure in the next window. In each case the effect is a single, concentrated and impelling one, creating instant admiration. In simplicity and holding to a well-thought-out keynote, these windows are models.

Cunha Music Company. A glance at the window of this enterprising firm clearly shows that boosting is one of the stocks in trade. The window is divided by a line of palms. The left side of the window is taken up by a chair on which rests a beautifully made ukulele with many of the same instruments scattered about. The right side of the window is also taken up by a large chair on which is seated "Sonny" Cunha himself. A sign across the foot of the

window reads, "Two of Hawaii's Largest Assets," and each chair carries the placard, "Made in Hawaii."

At the back of the window, forming a background for Sonny are many pieces of sheet music, all of his own composing. Across the top of it all is the very valuable injunction, "Patronize Home Industry."

The Manufacturers' Shoe Co., Limited.

The Manufacturers' Shoe Co.'s window is rather unique in that it calls attention to one particular line of shoes which is scientifically constructed to correct aching and disordered feet. The arguments are set forth upon the background of the window as well as by neatly written show cards distributed about the window calling attention to the different scientific points of the shoe.

The shoe in question is the Burt "Cantilever" self-supporting flexible arch shoe.

Gurrey's, Ltd. The window display of Gurrey's, Ltd., is rich with atmosphere. It combines the Oriental and Occidental, the effect being largely achieved by the suggestion of opulent fabric and coloring and the lines of art objects. A feature is the showing of a shopping-bag by Laura Eunice Mattoon, whose displays at the exposition won much notice in the Palace of Varied Industries. A Mattoon scarf is also shown. Of much local interest is the showing of scarfs by Miss Jessie Shaw of this city, colored with the wood-block printing described in the Star-Bulletin a few weeks ago.

The Oriental note speaks in the framed colored photograph of a peacock at Alahau, and in a decorative effect of peacock feathers. Literature is represented by some handsomely-bound books while the season is brought to attention by several of the festively-famous Gurrey calendars with the photograph types by Mrs. Gurrey of Hawaii's race elephants. This display needs to be looked at again and again to be fully appreciated, for its effect is an increasing one.

E. W. Jordan & Company, Ltd. E. W. Jordan & Company, Ltd., is making an exhibit that has held a feminine crowd before the windows all day. In each window is arranged trellis work with a climbing rose in bloom, and behind the trellis, but in no wise hidden from view, stands the full draped figure in the latest style from the fashion centers of the world. In the open parts of the windows are other figures dressed in stunning costumes that range from pins silk of the finest to fur-trimmed garments. Corner trellises carry out the design intended with winding rose blooming vines.

This exhibit has several noteworthy features to catch the faintest effects and yet to show the wide range of demand the company is ready to fill.

Silva's Toggery, Ltd. The two large windows of Silva's Toggery have been used to the best advantage in making a display of the up-to-date things a man needs to look the part. One window contains a well arranged display of evening clothes and the other window is given over to the exhibit of shirts and other necessary articles that outfit a man's wardrobe. In every well regulated man's wardrobe. The background to this very excellent display is in black and white and very appropriate to the goods seen there. The harmonizing of colors shows that the work was done by an artist.

The Toggery's many fine lines of haberdashery are well represented and the exhibit is calculated to draw customers against hot competition.

At both of the stores of this firm there are wonderful displays. At the shoe store the exhibition of footwear cannot help but be pleasing to the eye. Especially so are the array of evening slippers in all the latest fashions from the East. The display of white foot covering makes a very attractive window, and this is balanced by the exhibit of tan shoes in a division by themselves. Mr. Murray is responsible for the pleasing arrangement at this store.

At the clothing house of McInerney, Ltd., there are several windows that vie with each other for honors. One window is devoted to what is proper and chic in the line of golf wear. Another window shows evening clothes of the proper class. Smoking jackets are displayed in fetching array as is other haberdashery in connection with good dressing.

These displays emphasize the idea of reaching the customer directly through advantageous display of the goods.

Alexander Young & Co. Here, as one always finds, is a grand display of candles in the many hundreds of shapes, flavors and assortments. The fetching figure of the exhibit here is a large, perfectly constructed candy model of the Moana hotel, which is a work of art.

The Waterhouse Company, Ltd. The Waterhouse Company has devoted both of its large Bishop street windows to the occasion. In one is a very well arranged display of the National cash register, which is in automatic action all the time, and thus forms quite an attraction. In the other window is seen a display of Underwood typewriters, for which this firm is the agency in Hawaii. The decoration in each window sets off to advantage the goods on exhibition.

The central feature is exemplification of the machines by a skilled operator, the spectators being able to see magnified copies constantly.

A. B. Arleigh & Co., Ltd. The windows of Arleigh & Co., Ltd., are devoted to the exhibit of books, stationery, etc. The windows are very tastefully arranged for the occasion and make a pleasing appearance. Work of the correspondence schools, for which this firm is agent, forms a part of the exhibit. The display is especially timely with the approach of the holiday season.

Wall, Nichols Co., Ltd. The principal feature on show in one of the windows of the Wall, Nichols store is the well arranged representation of a kiewie wedding, which is a perfect magnet for the youngsters of the city. The decorations of the window are in keeping with the scene, and the whole makes a pleasing spectacle. One of the other windows has been filled with the latest in stationery and arranged in a very fetching manner.